



"YOU can't make
a Silk Purse
out of a Sow's ear,
and you can't make
Good Flour out of
poor wheat!"

Do you know who said this? Well, it was Thruston Ballard, our President, and this business is founded on that principle. He has practised it since the beginning, so that today every man and woman in the organization—every one who has to do with the making of

Obelisk Flour

Ballard Self-rising Flour or other Ballard products—believes it thoroughly and lives it honestly.

You know our business isn't simply a group of buildings, elevators and machinery, but it is a live body of men and women, each a sharing partner; each having a say as to how long we should work and each putting the best into everything that is done because it is ours.

There are the reasons why we can offer you *Obelisk Flour* or *Ballard Self-rising Flour* as the best, and why today we are adding other products and giving them the name *Ballard*.

Ballard & Ballard Co.
INCORPORATED
Louisville Kentucky

W. A. EDMUNDS
Local Manager, Memphis, Tenn.

This advertisement has been read and approved by the Employees of Ballard & Ballard Co.



It's **Ballard** That's enough